

ABSTRACT

Include Figure 1

Wireless terminals such as mobile phones which provide cellular communications for example for telephony and short message service (SMS) are well known and more recently such terminals are also able to provide FM radio reception. RDS information received at such a terminal is used to access a service provider via any suitable medium e.g. email, fax, telephone, SMS message, etc. This enables the end user to access the service provider quickly and effectively for example, to purchase a copy of a record heard on the radio or to request information about a product advertised on the radio. Also, the service provider is able to deal with the user interaction effectively because the RDS information can be used to assess the user's requirements for the transaction in advance. In a preferred example, the service provider comprises a contact centre such as a call centre and the RDS information is used to allocate an appropriate call centre agent.